

LEO BURNETT COMPANY, Inc.

Ad No. 276 (S&W with Cigarettes-Nonpareils)-Rev. No. 70046-1 page-4 adsize-11 x 12 1/2 in.-Toronto, 1971 (A)  
Printed in U.S.A.



## Think of it as a cigarette holder.

The end of a Parliament works just like a cigarette holder. For several good reasons.

It keeps the filter away from your lips. (We recessed it.)

It helps you get a good clean taste.

It has a firm outer shell that surrounds and extends beyond the filter.

All in all, it works the same as a big cigarette holder works.

In its own little way.

KingSize and Charcoal 100's.



It works like a  
cigarette holder  
works.



King: 16 mg. "tar", 1.1 mg. nicotine-av. per cigarette. FTC Report MAR 70

